

Mission Statement: Impact Sprint

PROMPT 01: AREA OF IMPACT

Question: What is your organization improving or reducing?

Response: The problem we want to address is _____

PROMPT 02: TARGET BENEFICIARY

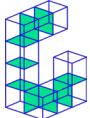
Question: Who is most impacted by your work?

Response: Our organization will strive to serve _____

PROMPT 03: IMPACT METRIC

Question: How can your organization measure its impact?

Response: We'll keep track of our progress by measuring _____



Mission Statement: Value Proposition Sprint

PROMPT 01: PRODUCT – MARKET FIT

Question: Remember the target beneficiary you identified in Sprint 01. What is their greatest need that you are addressing?

Response: Our organization helps _____ achieve their greatest need which is _____

PROMPT 02: INTERNAL INCENTIVE

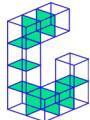
Question: What value could this create for your organization?

Response: In doing so, our organization creates value for ourselves through _____

PROMPT 03: BUSINESS MODEL FIT

Question: How does this align with your organization's values?

Response: This aligns with our organization's values because



Mission Statement: Internal Expertise

PROMPT 01: NEEDED EXPERTISE

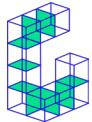
Question: What kind of internal expertise will you need to achieve the impact?

Response: To accomplish this goal, our organization must have a team, including _____

PROMPT 02: HIRING FUEL

Question: How can we find and attract this expertise?

Response: We will attract this talent by _____



Mission Statement: External Expertise

PROMPT 01: POTENTIAL PARTNER

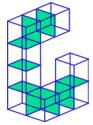
Question: What partners can your organization align with to accelerate the impact?

Response: Externally, our organization can collaborate with _____ to scale impact by _____

PROMPT 02: MUTUAL BENEFIT

Question: In what ways could this partnership be mutually beneficial?

Response: This is mutually beneficial, as we will share the benefits, including _____



Mission Statement: Sustainability

PROMPT 01: KEY ASSETS

Question: What are the top three assets we need for this idea to succeed (e.g. money, knowledge, technical support, etc.)?

Response: In order to succeed meeting its goal, our organization needs _____

PROMPT 02: POTENTIAL SUPPORTERS

Question: Who could provide these assets (customers, donors, etc.)?

Response: Our organization may gain support from _____

PROMPT 03: MARKET OPPORTUNITIES

Question: What types of new market opportunities could support this goal?

Response: Our organization may even be able to sustain its goal by _____

